



WKMG

ORDER

Print Date 10/15/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 262079 /

Original Date / Revision
10/15/12 10/15/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2051

Alt Order # 06375462

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 59100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	36	\$50,235.00	\$59,100.00	0.00	10/01/12	10/22/12	36	\$50,235.00	\$59,100.00
Totals	36	\$50,235.00	\$59,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/16/12	10/22/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$350.00		0.00			
2	WKMG	10/16/12	10/22/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					2	\$450.00		0.00			
3	WKMG	10/16/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$450.00		0.00			
4	WKMG	10/16/12	10/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	WKMG	10/16/12	10/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	2	\$300.00	P-2	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--		2			\$300.00			0.00		
5	WKMG	10/16/12	10/22/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MTWTF--	:30	4	\$600.00	P-2	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--		4			\$600.00			0.00		
6	WKMG	10/16/12	10/22/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	4	\$1,200.00	P-2	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--		4			\$1,200.00			0.00		
7	WKMG	10/16/12	10/22/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--		4			\$900.00			0.00		
8	WKMG	10/16/12	10/22/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	2	\$650.00	P-2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--		2			\$650.00			0.00		
9	WKMG	10/16/12	10/19/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-TWTF--	:30	3	\$1,200.00	P-2	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	-TWTF--		3			\$1,200.00			0.00		
10	WKMG	10/22/12	10/22/12	Mon Prime 8p Met Yr Mother/Partners	CM	8-9p	1-----	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	1-----		1			\$9,000.00			0.00		
11	WKMG	10/17/12	10/17/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	--1----		1			\$10,000.00			0.00		
12	WKMG	10/18/12	10/18/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$11,000.00	P-2	0.00 NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	---1---		1			\$11,000.00			0.00		
13	WKMG	10/16/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,700.00	P-2	0.00 NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--		3			\$1,700.00			0.00		
14	WKMG	10/16/12	10/22/12	M-F David Letterman David Letterman	CM	1136p-1238a	MTWTF--	:30	2	\$700.00	P-2	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--		2			\$700.00			0.00		
E 15	WKMG	10/21/12	10/21/12	NFL TODAY NFL TODAY	CM	various	-----1	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1		1			\$3,000.00			0.00		
Totals													36	\$59,100.00